

The Future of Social: **Activate Your Employees**

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1st Wave of Social Media



Rebels and renegades tested new ground by setting up rogue accounts.

- Marketing
- Public Relations
- Community
- Customer Service



2nd Wave of Social Media

Coordinated and centralized at scale as it grew beyond the core.

- Big Bets
- Going Viral
- Social Organizations



3rd Wave of Social Media



Coming out of trial and error where savvy organizations are on their third shot. New entrants are skipping the first two waves and coming on board.

- Meaningful Measurement
- Social as a Skill (vs. Team)
- The Power of Personnel





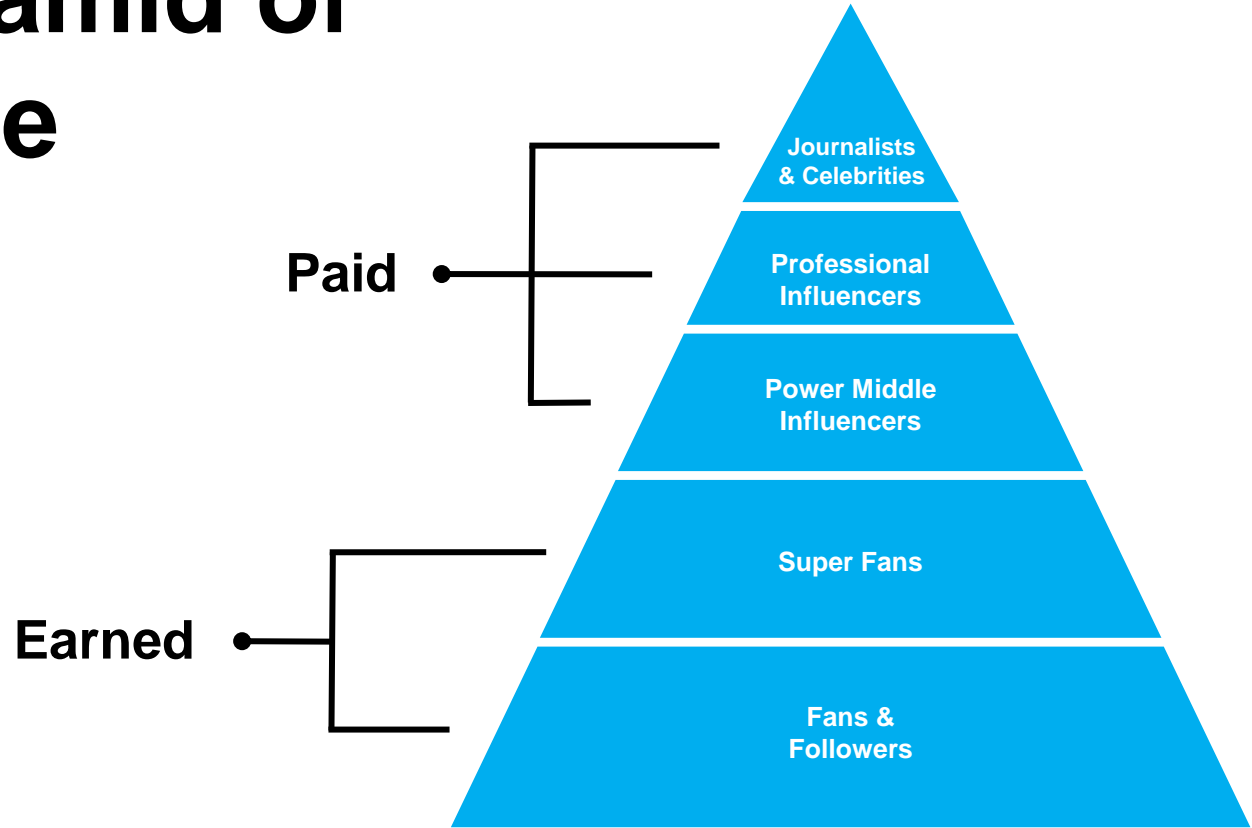
The Power of Advocacy

“92% of consumers say that they trust word-of-mouth and recommendations from friends and families above all other forms of advertising.”

Nielsen



The Pyramid of Influence



What Do You Do With Them?



What Can They Do For You?



Generate
Awareness



Reach a
new audience



Ignite
action



Amplify your messages
or program



Crowdsource
intelligence



Drive traffic: Downloads, clicks and
shares



Build affinity
for your brand



Grow consideration
for your services



Influence
opinions



Influencer Marketing Takes Off



- 84% of marketers expect to launch at least one influencer campaign in the next 12 months
- Those who have already done so are pleased with the results: 81% said influencer partnerships were an effective tactic

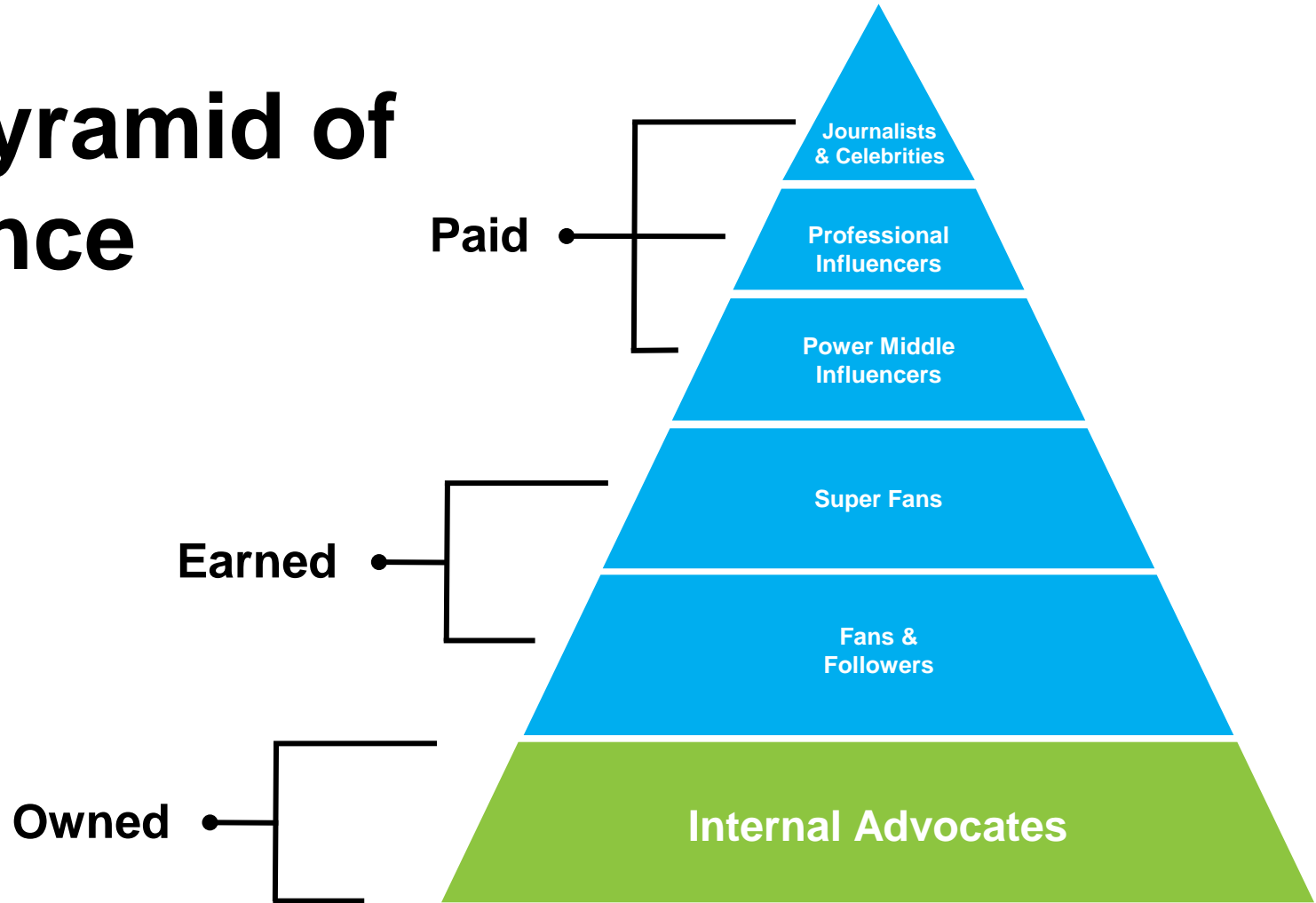


Where's It All Going?

- Blurring the lines between traditional and digital communication
- Influencers are becoming increasingly expensive to partner with
- Exclusivity drives cost and complicates relationships
- Influencers are becoming more diverse and are either “non-niche” or VERY niche
- Influencers will need to provide more data
- Oversaturation = inauthenticity
- Marketers need to figure out the true value of an impression



The Pyramid of Influence



Personnel Networks are Valuable

5x

Increased Reach
by messages shared by
personnel vs traditional
marketing channels

92%

of a personnel's followers
are new
to the brand

8x

More Engagement
with content shared by
personnel vs owned
channels



What is an Internal Advocate?

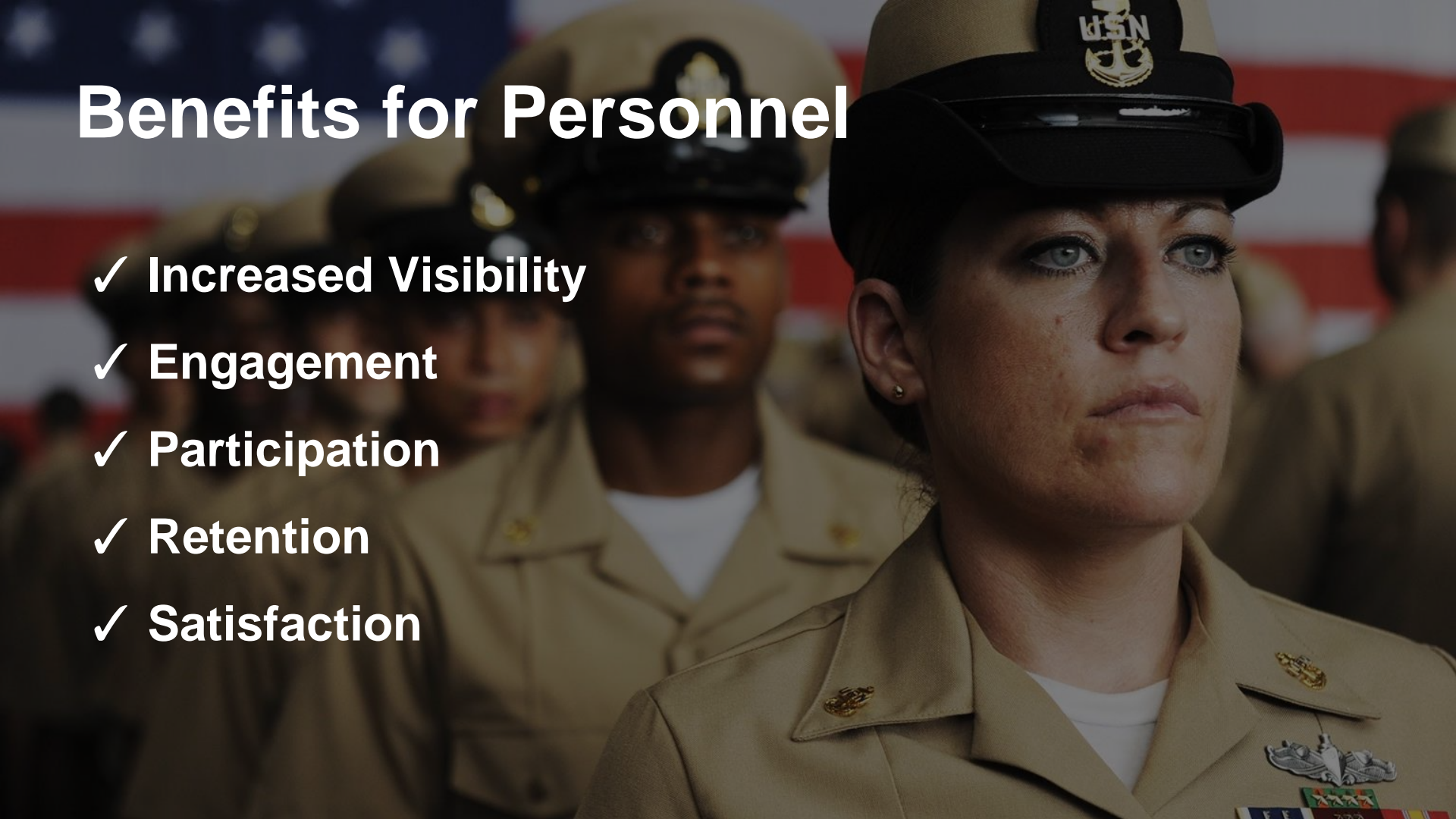
A member of your organization that is willing to promote and defend the organization both online and off.

Passionate personnel can influence the decisions of their friends, family, and other social contacts.



Benefits for Personnel

- ✓ Increased Visibility
- ✓ Engagement
- ✓ Participation
- ✓ Retention
- ✓ Satisfaction





Benefits for Organizations

- ✓ Awareness
- ✓ Traffic
- ✓ Recruitment
- ✓ Brand Protection
- ✓ Social Responsibility

Fortune 500 Brand vs. Employee Reach

Brand

Fortune 500 Brand vs. Employee Reach

Brand

~10



Average # of accounts

~10



Fortune 500 Brand vs. Employee Reach

Brand

~10



Average # of accounts

~10



X

14,678

Average likes/account

1,456

*Average
followers/account*

Fortune 500 Brand vs. Employee Reach

Brand

~10



Average # of accounts

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Average likes/account

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*Average
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Est. reach of Brand



Total Reach

Fortune 500 Brand vs. Employee Reach

Brand

~10



Average # of accounts

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Est. reach of Brand



Total Reach

Entire
Workforce

~163,500 employees

Fortune 500 Brand vs. Employee Reach

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of accounts (est.)

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Fortune 500 Brand vs. Employee Reach

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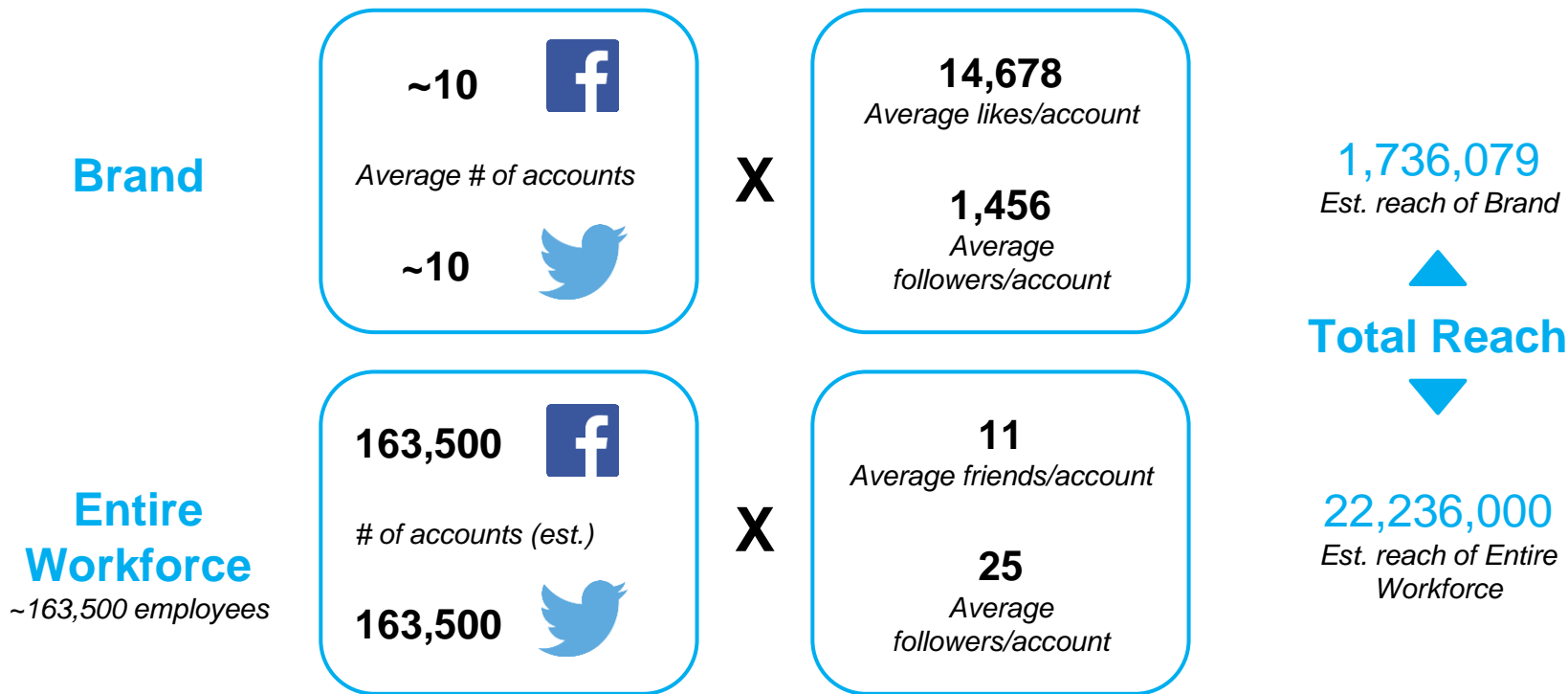
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Average friends/account

25

*Average
followers/account*

Fortune 500 Brand vs. Employee Reach



Average F500 employees collectively have ~10x more social reach than combined brand accounts

Influencers are important for your organization



**Builds awareness, creates advocates,
improves constituent engagement**



Social is where news is made



**Influencers provide support during an issue
or crisis**



**It's time to ride
the 3rd wave!**



Case Studies



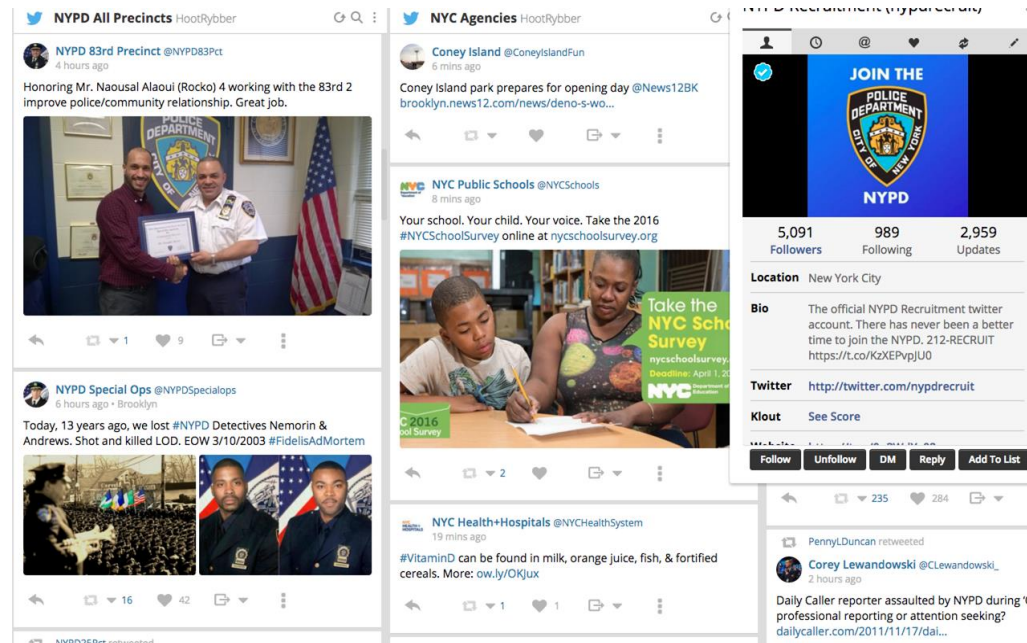


New York Police Department

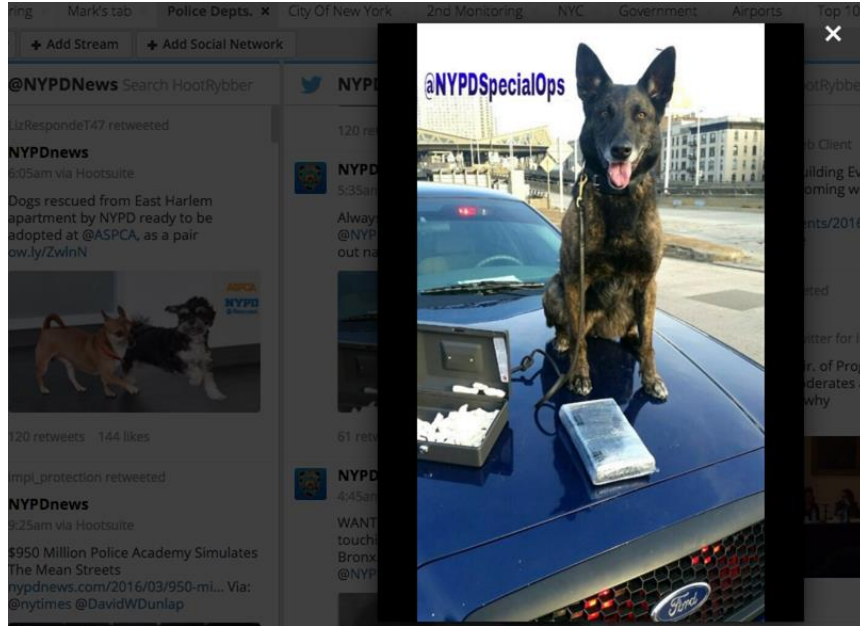
- ✓ Better Connecting Officers to Communities
- ✓ Engaging Citizens
- ✓ Owning Its Own Story
- ✓ Increasing Visibility/Accessibility

NYPD Achievements

- Zero to 100+ in two years: all 99 precincts active on social
- HQ supports and commanding officers own the precinct identity
- Twitter handles on all police cruisers



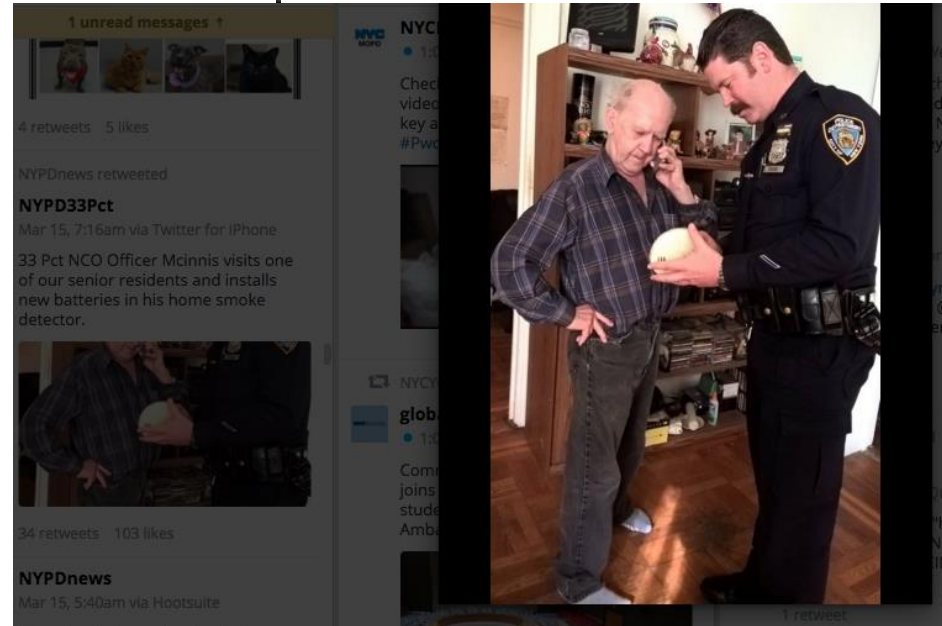
Visibility and accessibility



- Run on the ground
- Engaging a workforce in ways that have never been done before
- Bringing the precinct to the people it serves

Personal and personable

- Untold stories, until now
- 1 positive news story per week
- Serving constituents where they are...on social



US Department of State

- ✓ Connecting 1,400 Embassies Worldwide
- ✓ Developing Unique Global Relationships
- ✓ Level Setting on Messaging and Initiatives
- ✓ Crisis Management

Arab Spring



- Essential communication
- Connecting communities around the world
- Ongoing oversight

Questions?



Thank you!



Paris Attacks

- Zero to 100+ in two years: all 99 precincts active on social
- HQ supports and commanding officers own the precinct identity
- Twitter handles on all police cruisers

